



Mission

To become the leading provider of tools, services, and packaged content for electronic publishing on wide area networks



Electronic Publishing Evolution

Pre-Electronic

- v Editors push content to classes of customers
- v Editors set schedules
- v Same content for all
- v Limited research capability

Early-Electronic

- v Consumers beginning to have access to multiple sources
- v Research capability becoming available
- v Content just beginning to be rich
- v Multiple providers have forced their interface/infrastructure
- v "Hyper-Space" can be intimidating and time consuming- too many sources
- v Publishers & advertisers anxious to get going , want own signature
- v Client interfaces proliferating & will be freely available



Electronic Publishing Evolution (cont)

Electronic Phase 2

- v Consumers want multiple source and provider
- v Consumers want easier access-- retrieval in "consumer's context"
- v Advertisers want access to stratified consumers
- v Emergence of transaction based charging on The Internet
- v Emergence of advertiser payed services and content
- v Role of providers may evolve to access "enabling"
- v Increasingly complex processing requirements as creative vertical applications emerge



Getting to Market

Software Tools Products

- ✓ Direct telesales
- ✓ VAR channel - US
- ✓ VAR channel - International
- ✓ OEM bundles

Publishing Partnerships - ongoing revenue stream

- ✓ Partner name brand awareness
- ✓ Proliferate WAIS, Inc name brand awareness through ubiquity

New Publishing Partnerships and Publishing Services

- ✓ Currently trying to keep up with demand
- ✓ Potential joint marketing and installation

Federal Government Products and Services

- ✓ Leverage from early participation
- ✓ WAIS, Inc products becoming a standard-- GILS, Z39.50, etc
- ✓ Washington DC office
- ✓ Will add Federal sales rep(s)

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Getting to Market (cont)

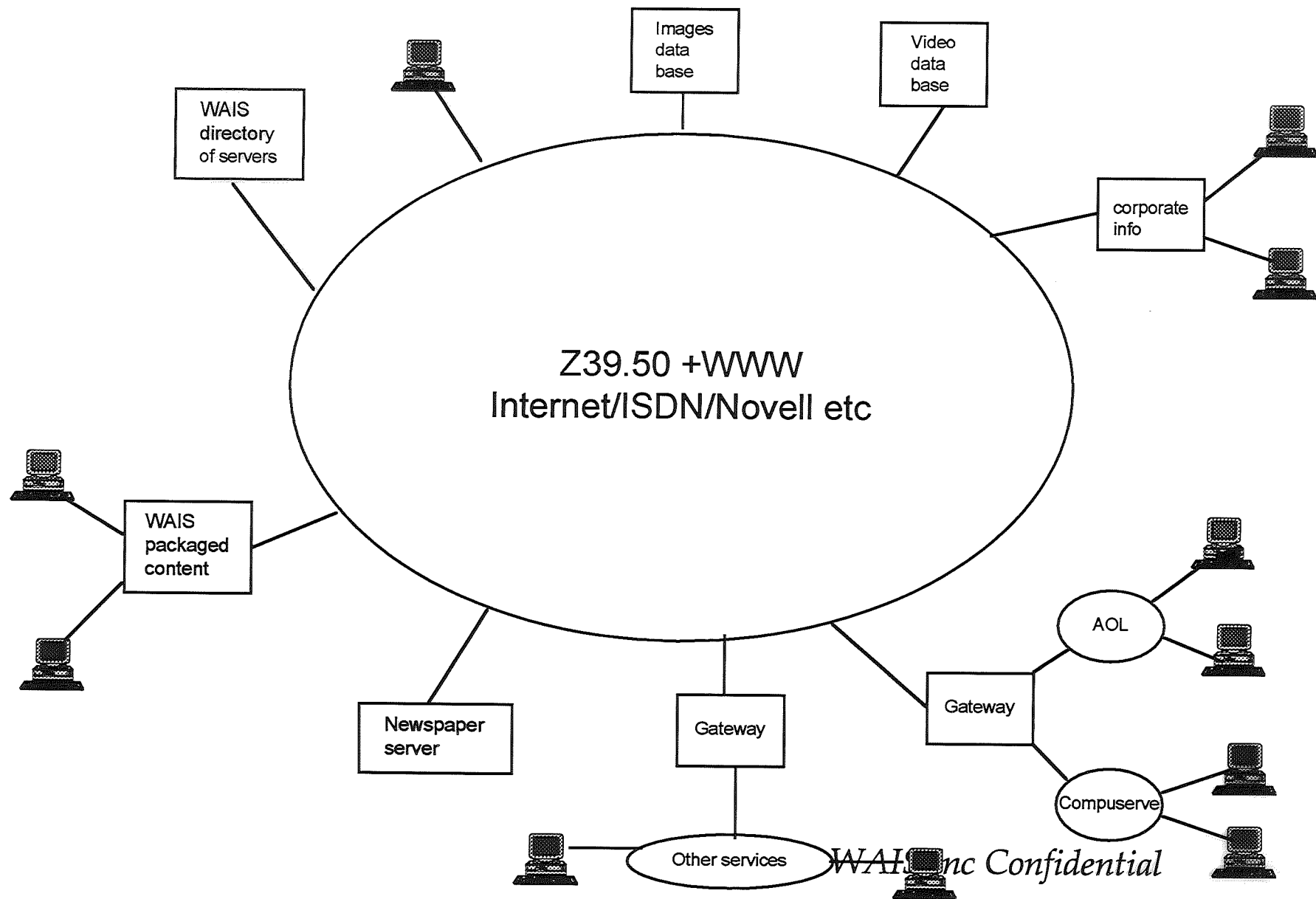
Packaged WAIS, Inc. Content

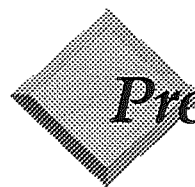
- ✓ Business model for agent-based products to be completed
- ✓ Agent can provide incentive for content providers to partner
- ✓ Potential for WAIS, Inc. "cross-provider" products
- ✓ General concept is "*Content in the Consumer's Context*"

Marketing

- ✓ Beginning to refine the message
- ✓ First formal professional materials
- ✓ Positioning the product line

Electronic Publishing Environment





Product Evolution

- v Integrate personal, corporate & WAN information
- v Provide intuitive navigation via natural language query
- v Provide interactive alerting for packaged content



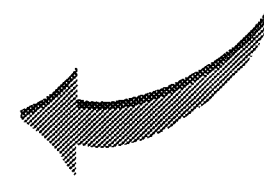
Business/Product Evolution

Server

1. Current product components
2. Other publishing components

Client

1. Z39.50 protocol
2. Relevant Agent



Integrated Solutions

WAIS Server
WWW Servers
Mosaic and other clients
Newsfeeds
Advertising
Other Publisher Content



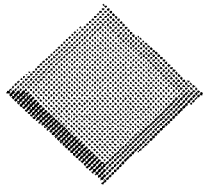
Partnered Publishing

Dow Jones
CMP
Database America

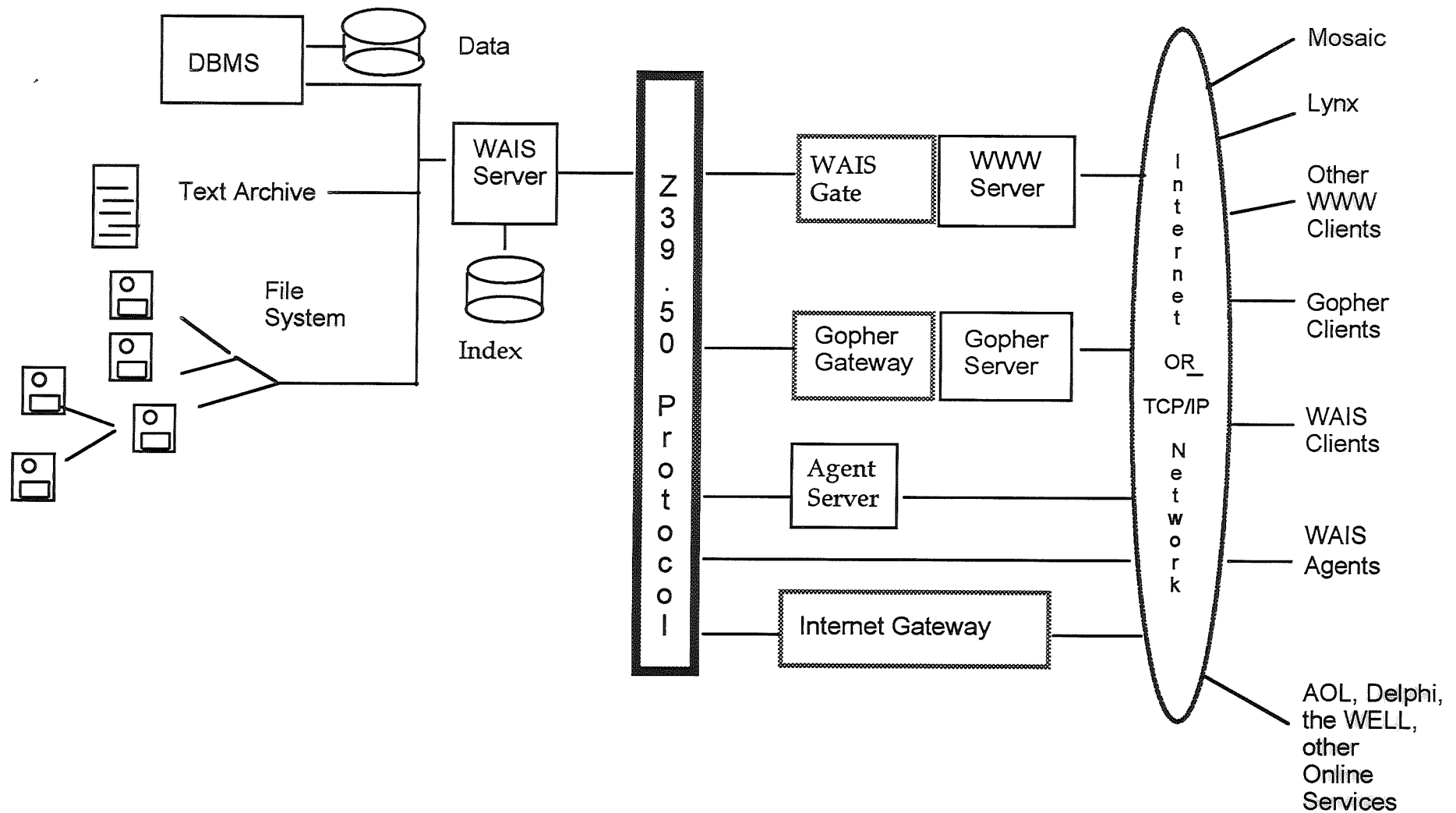


WAIS Packaged Content

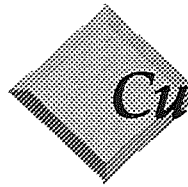
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Where the WAISserver Fits



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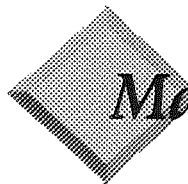
Customized Online Services

Integrated Elements

- v Customer Data
- v WAIS Server
- v WWW Server
- v Client

Adapted and Custom Modules

- v Intelligent client/agent
- v Content Alerting
- v Billing
- v Online advertising
- v Time sensitive content expiration
- v Registration
- v Audio and video clips
- v Letters to the editor
- v Chat with columnist
- v Frequently asked questions



Market Segments and Product Competition/Partners

	<i>Personal Information</i>	<i>Corporate Information</i>	<i>WAN Information</i>
<i>Interactive</i>		Fulcrum Conquest WAIS, Licenses, Sells	Dialog Mead Dow Jones Westlaw Fulcrum + WAIS Conquest + WAIS WAIS Sells
<i>Alerting</i>	E-Mail	Applesearch Lotus Notes WAIS may develop corporate agent	AOL Compuserve Prodigy WWW . Netscape . Spyglass PED Individual Inc WAIS developing cross-provider age

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Status

- v Revenue

FY 93	\$ 400K	1st Server installations
FY 94	\$1,000K	2/3 Server Sales 1/3 Prod Svcs
FY 95	\$4,000K	1/2 Server Sales 1/2 Prod Svcs
FY 96	\$12,000K	Add royalties, maint., packaged content

- v FY 95 Revenue

First Half	\$1,640K
Backlog	+\$1,000K

- v FY 95 Products

- Server Release 2
- Adding Publishing Components
- Integrating Agent with Interactive Alerting



Status (cont)

v Publishing Operations include:

Dow Jones

Scholastic

Agence France Presse

CMP

Associated Press

v Organization Emphasis

Development

Senior Technical Managers

v Headcount (includes contractors in full time slots)

	Current:	By June 30:
Marketing & Sales	8	10
Production Services	5	8
Washington Office	2	4
Development	6	12
Operations	2	4
Administration	<u>5</u>	<u>6</u>
	28	44

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Management Team

- ✓ Brewster Kahle: CEO
WAIS Founder
Wide Area Information Server Project Leader- Thinking Machines, KPMG
Founding Engineer- Thinking Machines
- ✓ Bill Dunn: Director
President, Dow Jones Information Services
Wide Area Information Server Project
Multimedia Publishing, Emerging Technologies
- ✓ Bruce Gilliat: VP Sales & Mktng
VP Sales- Fibronics International
National Account Manager- AT&T Information Systems
Technical Consultant- Pacific Telephone
- ✓ John Duhring: Vice President Business Development
On-line services consultant: Apple Computer, Dow Jones and others
General Manager- Supermac Software
Publishing Evangelist-- Apple Computer
Acquisition Editor- Prentice Hall
- ✓ Nick Scharf: Vice President, CFO
Software Technology CFO and Business Consultant
CFO - VisiCorp, CopyMat
Controller- Tandem Computers
Arthur Andersen & Co

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Management Team (cont.)

- v Jean Christofferson, Director of Operations
 - Ensemble Founder
 - Venture Solutions Founder-- CICS, SNA network solutions for Hambrecht and Quist, Visa, Pacific Coast Stock Exchange
 - Stratus Systems & Others- world-wide CICS networks

- v Keira Bromberg, Development Manager

- v Mieke Hall, Production Services Manager

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Customers

Boeing Computer Services
Cambridge Scientific Abstracts
CMP Publications
Colgate-Palmolive
ConQuest
Curtin University of Technology
Delphi Internet Services Corporation
Department of Energy
Dow Jones
Draper Laboratory
EG & G Idaho, Inc..
Eisenhower National Clearinghouse
Encyclopedia Britannica
Environmental Protection Agency
Fulcrum Technologies
Georgetown University
House Information Systems
Intel Corporation
Internet Shopping Network
Lawrence Livermore National Labs
Library of Congress
Loral Federal Systems
Los Alamos National Laboratory
Martin Marietta
Mitre Corporation
Moscow State University/RED Lab
NASA Goddard Space Center
NASA-Linthicum/RMS Associates

NASA - Houston/Johnson Space Center
National Archives
National Center for Manufacturing Sciences
National Science Foundation
National Technical Information Service
New York Law Publishing Company
Nippon Telephone & Telegraph (NTT)
Novell, Inc.
Pacific Bell
Perot Systems
Rice University
Sandia National Lab
Science Applications International Corp (SAIC)
Science University of Tokyo
Stanford University
Sun Microsystems
TASC
University College of London
University of Tennessee
U.S. Air Force
U.S. Army
U.S. Navy
U.S. Senate
U.S. Government Printing Office (GPO)
U.S. Geological Survey (USGS)
West Publishing Corporation
World Bank

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Financing Needs

v Operating Capital	\$1,000,000
v Expand Development	\$1,000,000
v Product Acquisition/Expansion	\$2,000,000

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v Execution

Evolve technology fast enough-- quality & breadth of solution

Management Team

Getting to Market-- positioning product/partnering

v Market Evolution

Dominant closed system emerges-- Marvel?

Internet collapses

Internet does not evolve

security, commercial use, subscriber base, marketable content

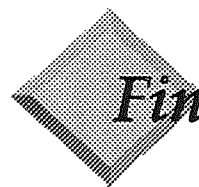
v Competition

Systems Integrators

Information Providers

Software Developers

v Financial-- Funding



Financial Forecast (millions)

	FY 95	FY 96	FY 97	FY 98	FY 99
Revenue	\$4	\$12	\$25	\$40	\$55
Pretax Income	\$0.8	\$ 2.4	\$ 5.0	\$ 8.0	\$11
Financing	\$4				\$10

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